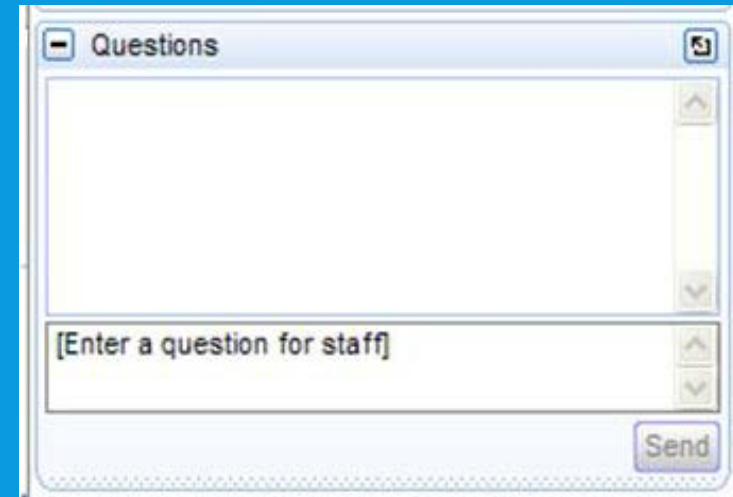


WEBINAR HOUSEKEEPING

- Submit a question via the Questions pane on your GoTo control panel.
- After the presentation, as time permits, our EPA presenter will answer questions submitted via the Q&A box.
- Please complete the survey at the end of today's webinar. Your feedback is important to us!



WEBINAR HOUSEKEEPING

The presentation slides will be available at:

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Note: Today's webinar is being recorded.

SmartWay

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Learn how SmartWay partners create more efficient freight systems and help advance sustainable transportation!

This month's featured partners:

- o Saddle Creek Transportation
- o Georgia Pacific Consumer Products Group



SmartWay Latest News

July 8, 2016: The 2016 SmartWay Logistics Company Tool is now available with supporting documents.

More SmartWay News

1 2 3 4 Featured Partners

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- o [Overview of SmartWay](#)
- o [Why Freight Matters](#)
- o [How SmartWay Advances Sustainability](#)
- o [Carbon Accounting & Reporting](#)
- o [SmartWay Program Successes](#)
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- o [Steps to Become a SmartWay Partner](#)
 - [Partnership Application](#)
- o [Steps to Become a SmartWay Affiliate](#)
 - [Affiliate Application](#)
- o [Tools & Resources for Partners & Affiliates](#)

Upcoming Webinars & Events

- Partner Education Webinar: [The Business Case for Becoming a SmartWay Carrier](#) August 17, 2016

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SmartWay Webinars & Events

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[Event Type Legend](#)

| Type | Date | Event Name |
|-------------------------|--------------------|---|
| Education Webinar | August 17, 2016 | The Business Case for Becoming a SmartWay Carrier |
| Education Webinar | August 24, 2016 | The Business Case for Becoming a SmartWay Shipper |
| Freight Matters Webinar | September 14, 2016 | SmartWay Global Green Freight Action |
| Freight Matters Webinar | November 16, 2016 | Efficiency Begins at Home, but Then There're the Neighbors: Getting to Know Your SmartWay Carriers! |

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UNITED STATES OF AMERICA



THE BUSINESS CASE FOR SMARTWAY SHIPPERS

USEPA SmartWay Program

August 24, 2016

Presented by: Tracie Jackson Hall

YOUR PRESENTER

- Tracie Jackson-Hall
- USEPA SmartWay
- jackson-hall.tracie@epa.gov



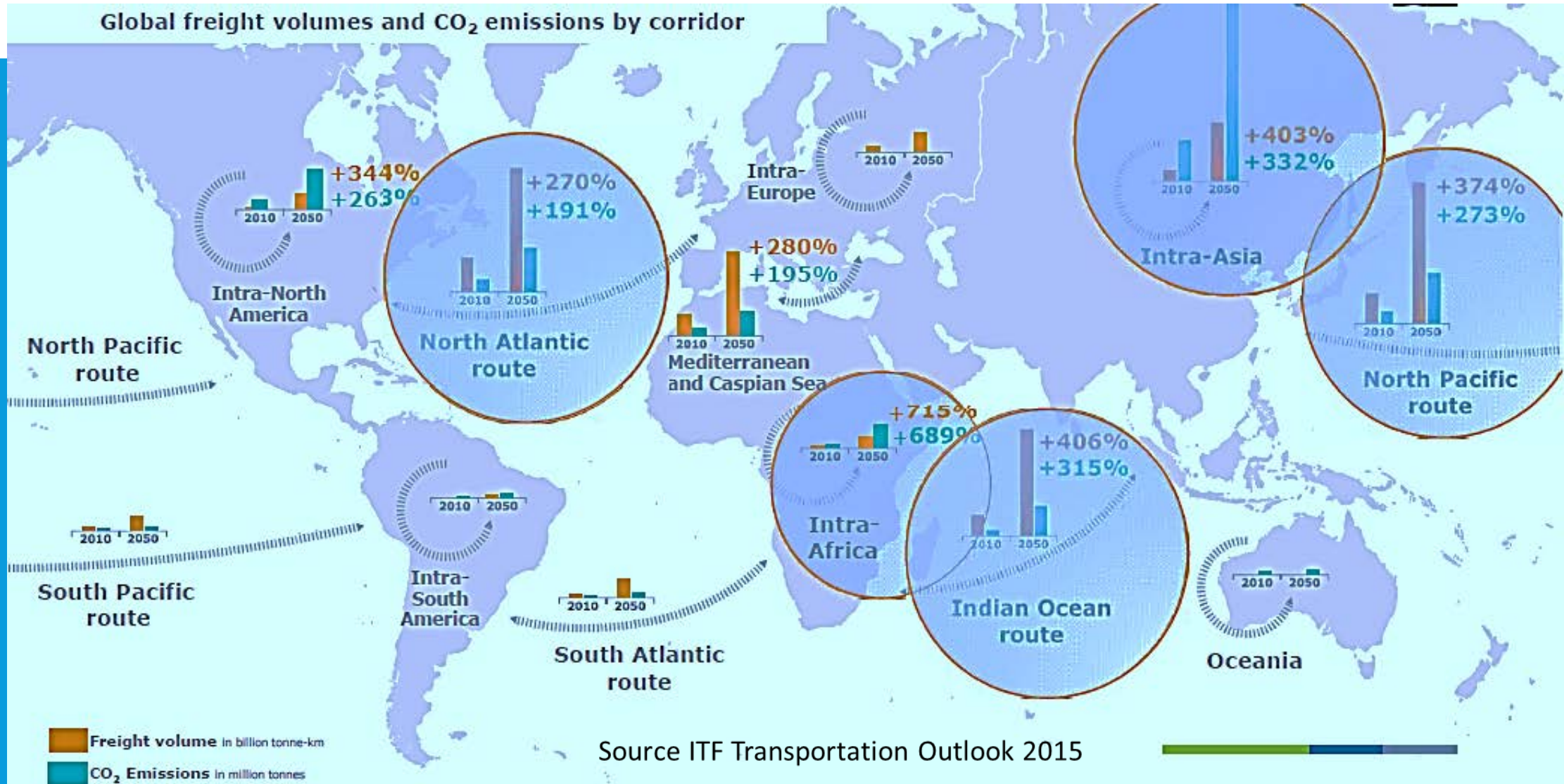
WHAT WE WILL COVER

- Why Sustainability
- Why Freight Sustainability Matters
- The Benefits of SmartWay for Shippers
- How SmartWay Works



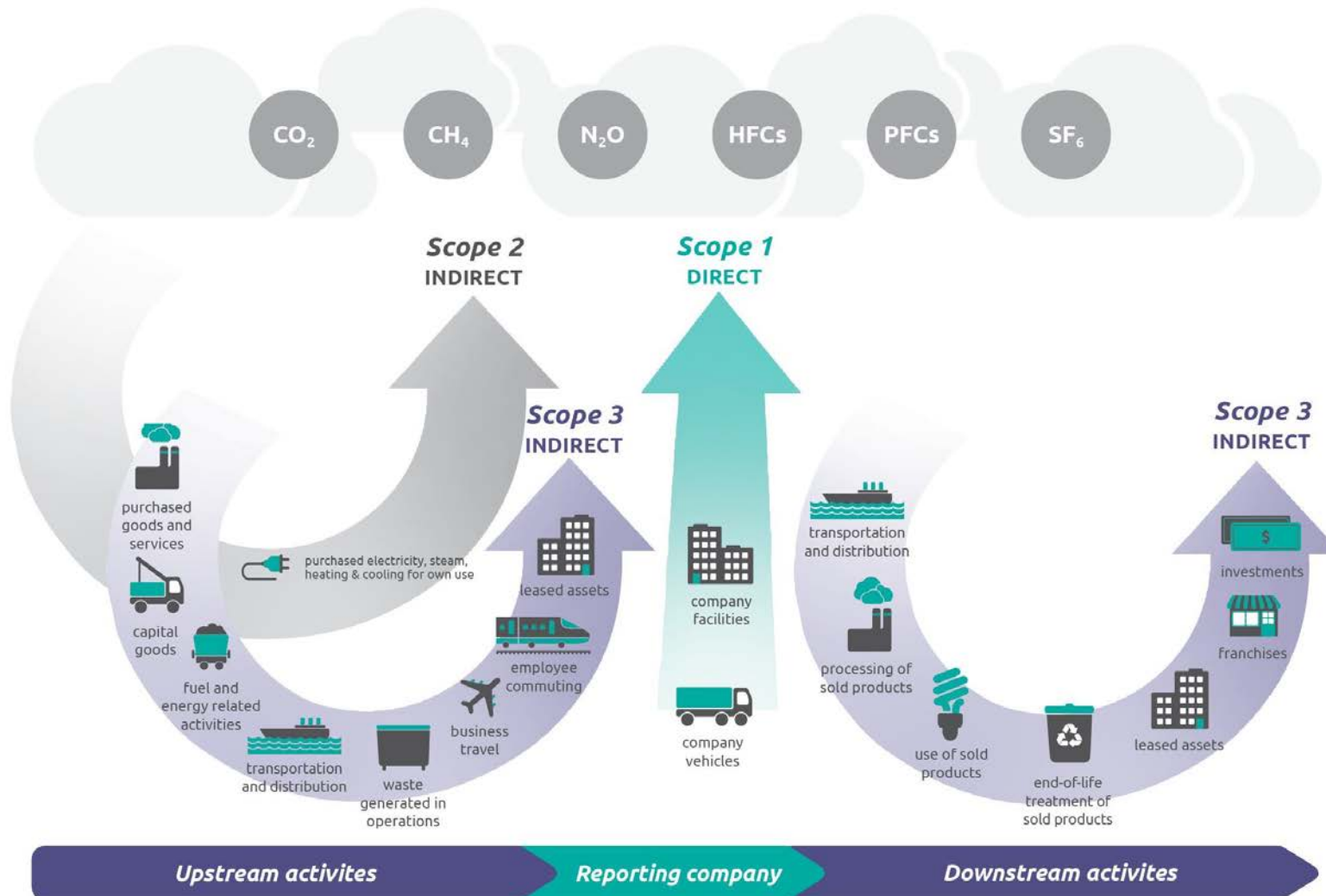
WHY SUSTAINABILITY?

CLIMATE IS A GLOBAL ISSUE



YOUR COMPANY IS ALREADY REPORTING

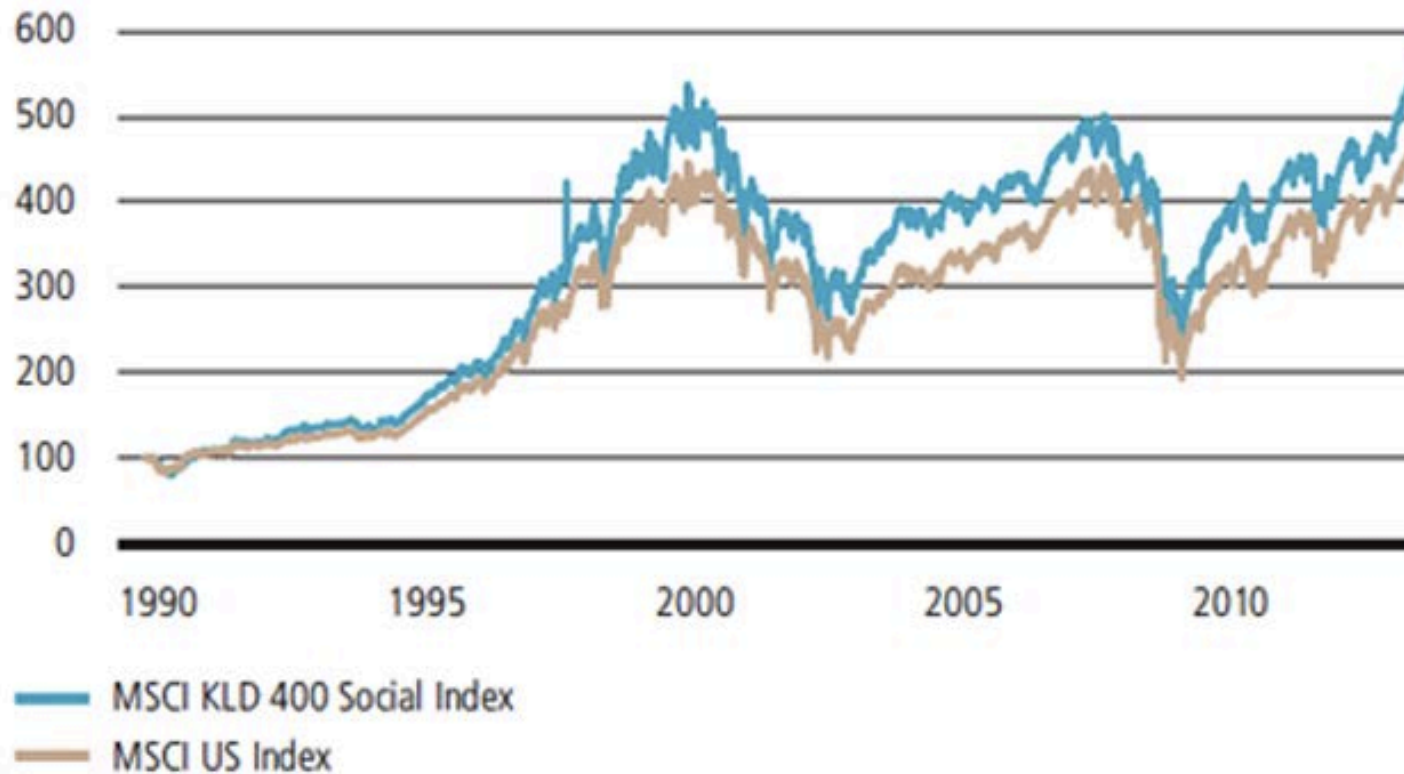
Figure [1.1] Overview of GHG Protocol scopes and emissions across the value chain



YOUR INVESTORS DEMAND IT

Fig. 2: Sustainable investing offers competitive results

MSCI KLD 400 Social Index versus MSCI US Index (June 1990 = 100)



Source: Bloomberg, FactSet, UBS, as of 3 July 2013

YOUR GOVERNMENT WILL REGULATE IT



YOUR CUSTOMERS REQUEST IT



YOUR COMPETITORS ARE DOING IT

- 4,500 organizations worldwide report to CDP
- Over 80% of the Global 500 report to CDP



YOUR EMPLOYEES EXPECT IT



SUSTAINABILITY CHALLENGES NOT GOING AWAY

- RISK
- REGULATIONS
- RESPONSIVENESS
- REPUTATION
- RETENTION



WHY FREIGHT MATTERS

FREIGHT IS A SIGNIFANT CONTRIBUTOR TO CLIMATE CHANGE

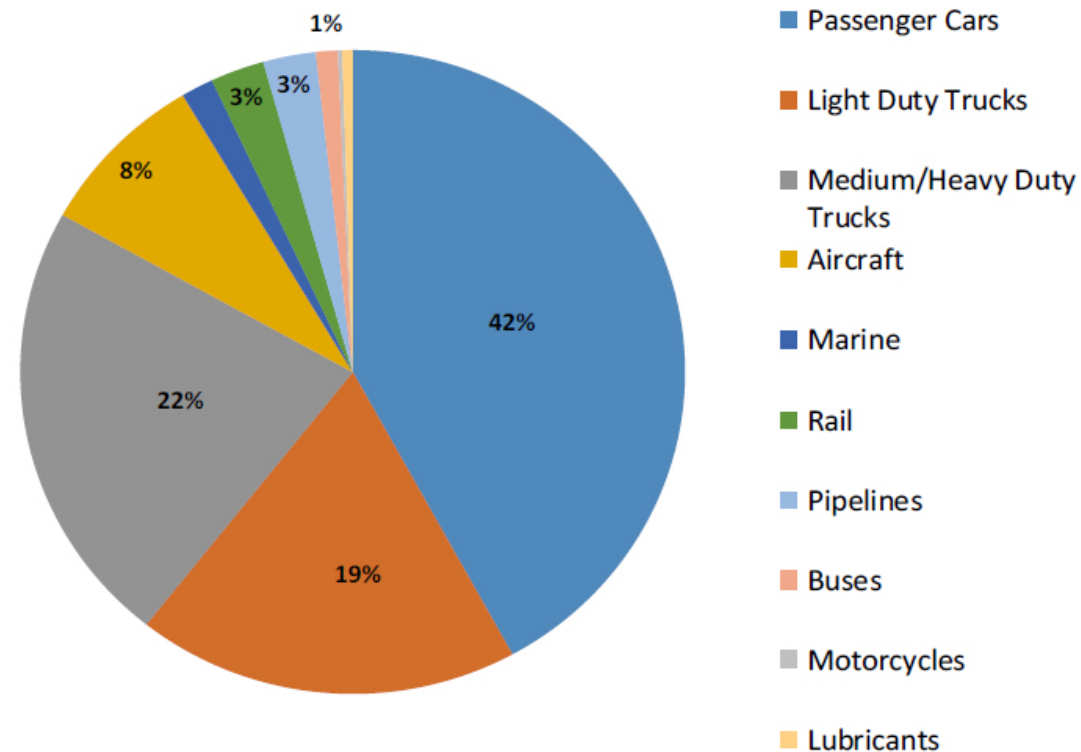
Transportation in U.S.:

- Over 1/4 total GHG emissions;
- About 2/3 petroleum-based fuel use.

In Transport Sector:

- Freight accounts for over 25% of all fuel consumed and GHGs emitted.
- Freight is also the fastest growing source of transport GHGs.

Transportation Greenhouse Gases



TRANSPORTATION COSTS ARE ON THE RISE

- Truck capacity will become more limited due to difficulty recruiting, training and hiring drivers
- Regulations are putting pressures on carriers, further restricting capacity
- Cost of fuel and fuel surcharges are rising

U.S. business logistics costs

(\$ billion)

| | 2015 | YoY 15/14 | 5 year CAGR |
|---|----------------|---------------|-------------|
| TRANSPORTATION COSTS | | | |
| Full truckload | 278.8 | 3.0% | 7.1% |
| Less-than-truckload | 63.7 | 7.0% | 3.4% |
| Private or dedicated | 240.1 | 1.0% | 5.3% |
| Motor carriers | 582.6 | 2.6% | 5.9% |
| Parcel and express | 82.2 | 8.0% | 6.7% |
| Carload | 60.8 | -12.0% | 4.4% |
| Intermodal | 19.9 | 2.0% | 2.1% |
| Rail | 80.7 | -8.9% | 3.8% |
| Airfreight (includes domestic, import, and export) | 67.4 | 2.1% | 4.6% |
| Water and ports (includes domestic, import, and export) | 47.6 | 2.1% | 3.9% |
| Pipeline | 29.5 | -11.8% | 2.7% |
| SUBTOTAL | 888.9 | 1.3% | 5.5% |
| INVENTORY CARRYING COSTS | | | |
| Storage | 141.0 | 2.5% | 4.7% |
| Financial cost (WACC x total business inventory) | 158.1 | 7.4% | 0.9% |
| Other (obsolescence, shrinkage, insurance, handling, others) | 128.2 | 5.1% | 2.6% |
| SUBTOTAL | 427.3 | 5.1% | 2.6% |
| OTHER COSTS | | | |
| Carriers' support activities | 45.7 | 2.0% | 6.3% |
| Shippers' administrative costs | 45.3 | 6.3% | 4.8% |
| SUBTOTAL | 91.0 | 4.1% | 5.5% |
| TOTAL U.S. BUSINESS LOGISTICS COSTS | 1,408.2 | 2.6% | 4.6% |

Notes: YoY increase; WACC is weighted average cost of capital.

SUPPLY CHAINS ARE WHERE THE
EMISSIONS AND THE OPPORTUNITIES ARE

SUPPLY CHAINS ARE RESPONSIBLE FOR

UP TO 4 TIMES

THE GREENHOUSE GAS EMISSIONS OF A
COMPANY'S DIRECT OPERATIONS



SO IF FREIGHT IS SO IMPORTANT, WHY
IS IT MISSING FROM SO MANY
CORPORATE SUSTAINABILITY PLANS?

BARRIERS TO ACCOUNTING FOR FREIGHT



- Competing priorities
- Lack of access to data
- Not in your control
- Don't know where to begin

SMARTWAY HELPS YOUR
COMPANY OVERCOME THESE
BARRIERS



HOW SMARTWAY HELPS SHIPPERS

YOU CAN'T IMPROVE WHAT YOU DON'T MEASURE



- EPA's SmartWay program helps companies **achieve freight sustainability** throughout their supply chain by measuring, benchmarking, and improving freight transportation efficiency.

THE CHARTER PARTNERS



SMARTWAY PROVIDES

- Standardized accounting system
- Data tracking and reporting tools
- Database of carrier information
- Resources to help you engage your logistics partners
- Training to get started
- Personalized support



HOW SMARTWAY WORKS

THREE KEYS TO FREIGHT EFFICIENCY

Measure

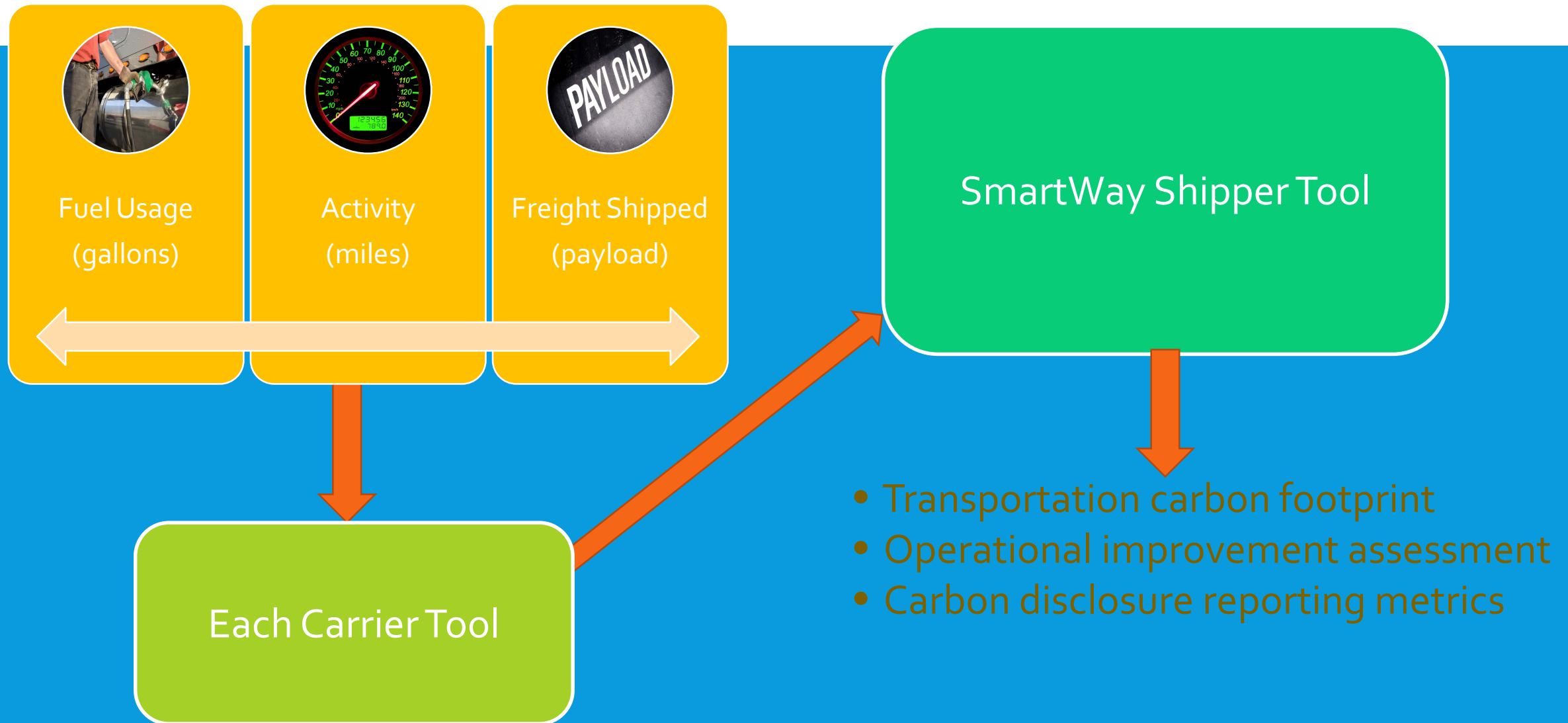


Benchmark

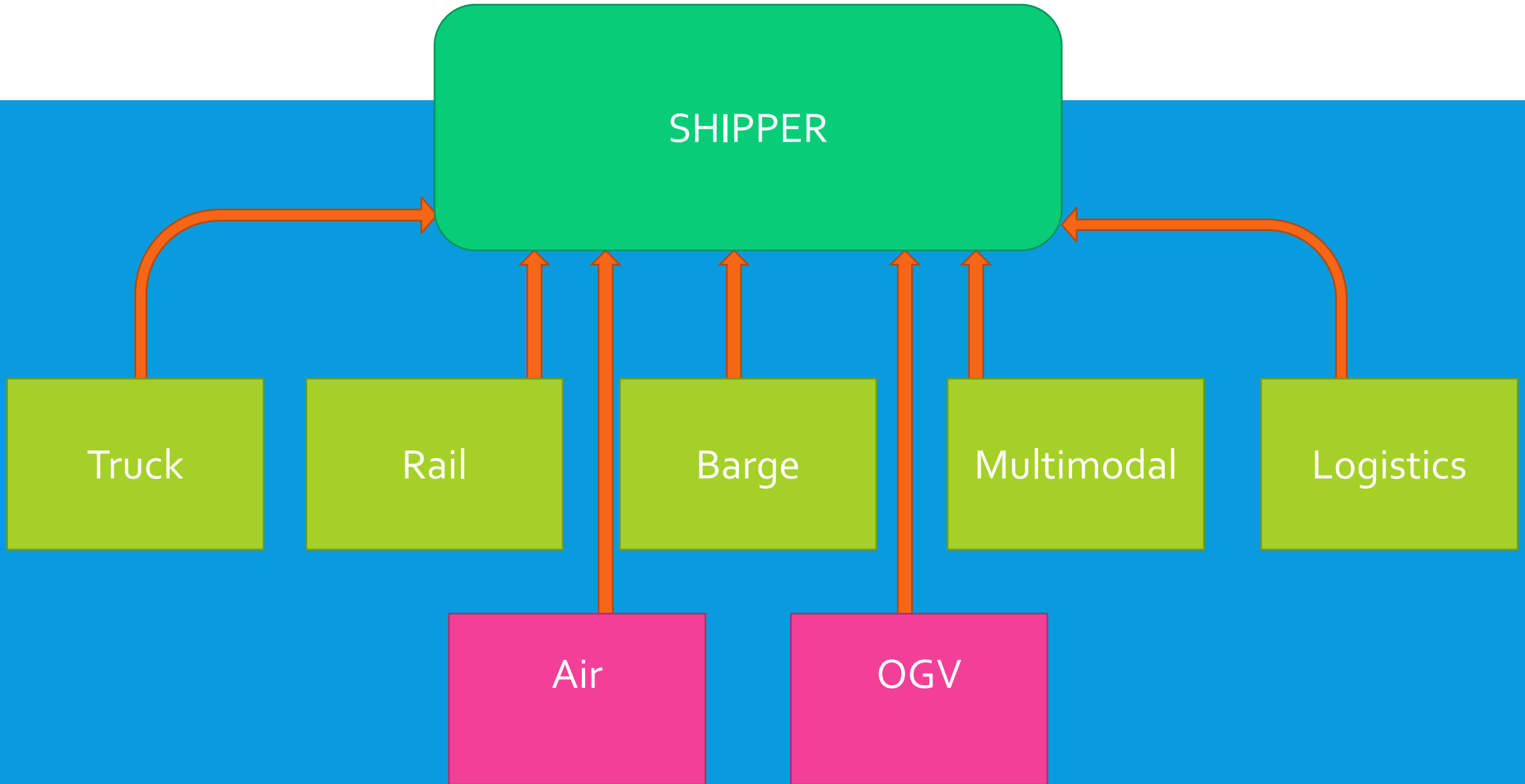


Improve

HOW SMARTWAY SYSTEMS HELP YOU TRACK PERFORMANCE

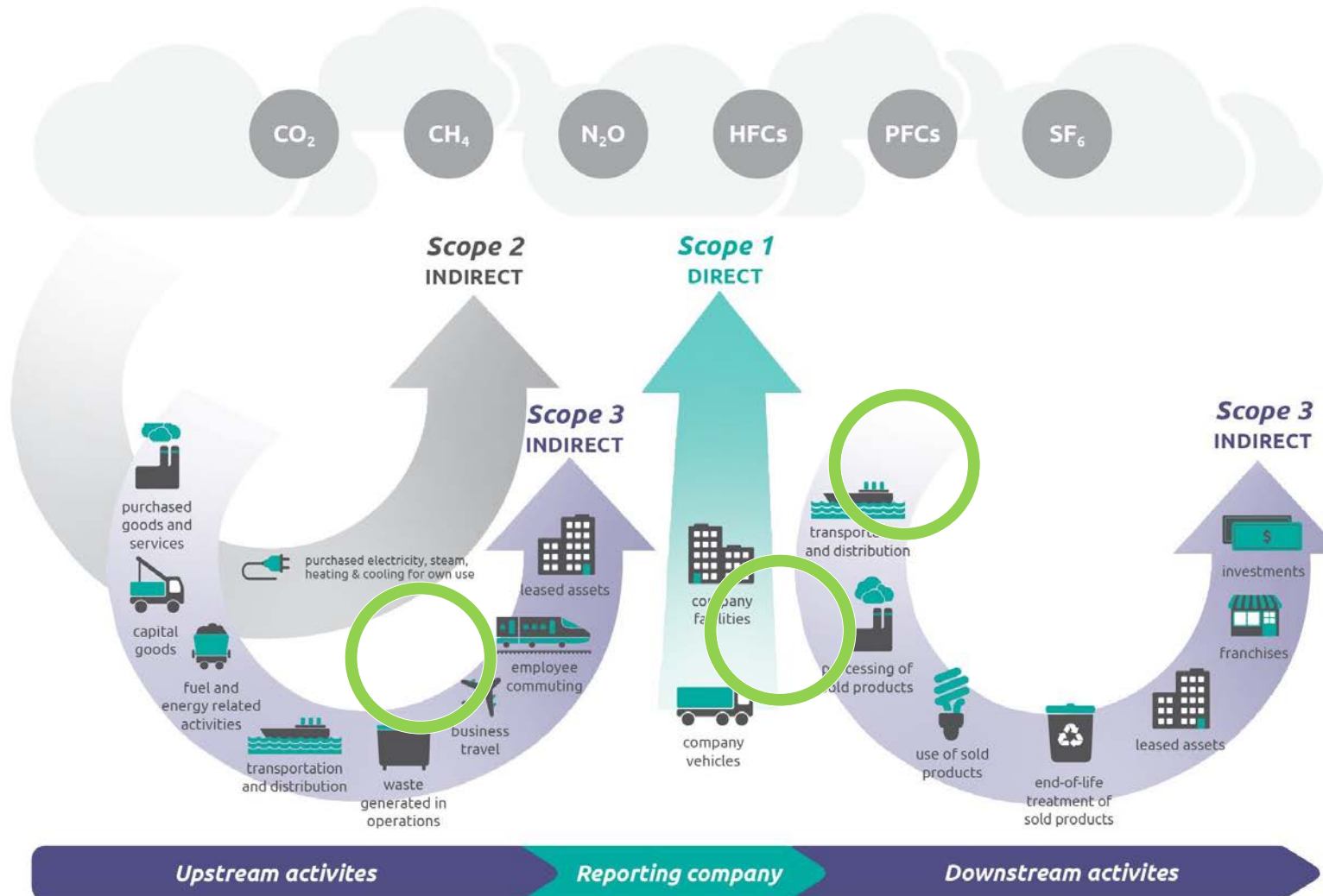


SMARTWAY PROVIDES AN INTEGRATED SYSTEM



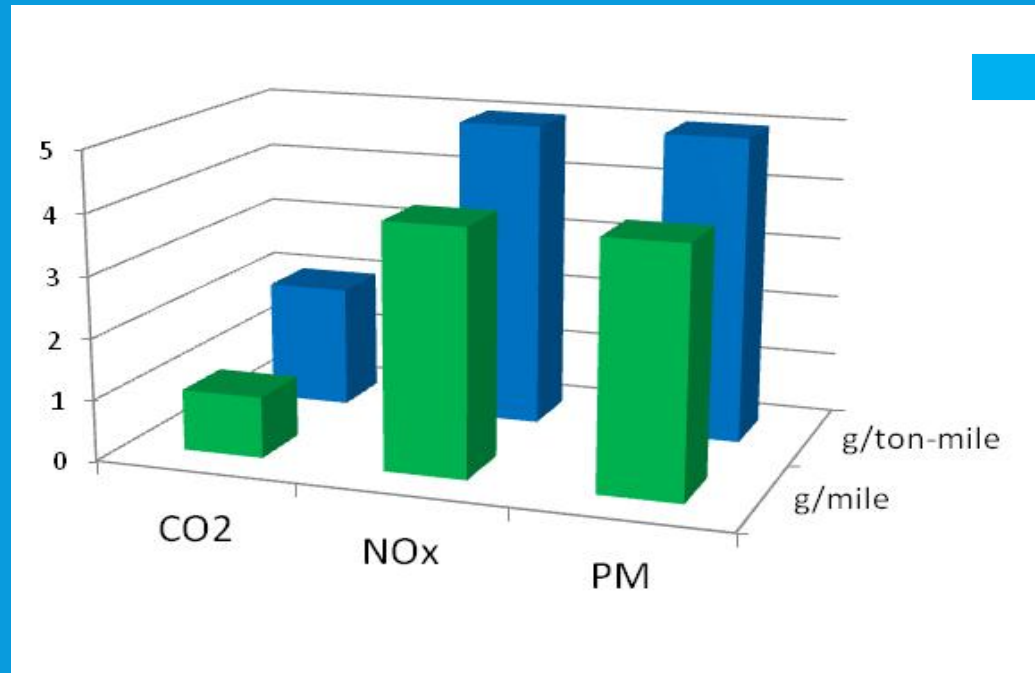
SMARTWAY IS DESIGNED TO HELP WITH SHIPPER SCOPE 3 REPORTING

Figure [1.1] Overview of GHG Protocol scopes and emissions across the value chain



CARRIERS ARE RANKED TO HELP YOU FIND THE BEST

- 15 Truck Carrier Categories
 - TL, LTL, Refrigerated, Tanker, etc.
- Barge, Rail, Air, Multimodal, Logistics
- 6 Emission Factors
 - 2 metrics x 3 pollutants



Quintile Rankings

Illustration: Truckload
CO₂ g/mile)



SMARTWAY PARTNERS ARE RECOGNIZED LEADERS

SmartWay Excellence Awards



SmartWay
Transport Partnership
U.S. ENVIRONMENTAL PROTECTION AGENCY

2009 SmartWay Excellence Award

American Trucking Associations
Best Buy Co., Inc.
Bison Transport Inc.
C.F. England, Inc.
Covacde Sierra Solutions
Catalon Trucking Services Inc.
Challenger Motor Freight Inc.
Covenant Transport, Inc.
Georgia-Pacific Consumer Products LP
Gordon Trucking Inc.
Hub Group, Inc.
J.Cheney Co.
J.B. Hunt Transport Services, Inc.
Kinross-Clark Corporation
Knight Transportation, Inc.
Kohl's Department Stores
Kroff Foods Global, Inc.
Limited Brands, Inc.
Lowe's Companies Inc.
LTJ Trucking Services, Inc.
MacKinnon Transport Inc.
Merita Worldwide Logistics
Nevada Valley Transportation
PepsiCo, Inc.
Quint/Crosshairs, Inc.
Rohal Transport, Inc.
Schneider National, Inc.
Sharp Electronics Corporation
Stam Koch & Sons Trucking
Statens Logistics Services, Inc.
Stonyfield Farm, Inc.
Swift Transportation Co.
The Home Depot
Transplace
UPS
USG Corporation
U.S. Xpress Enterprises, Inc./Xpress Global Systems

*Transporting the SmartWay has its rewards.
Congratulations to the 2009 SmartWay Excellence Award winners.*

The U.S. EPA's annual SmartWay Excellence Award recognizes these partners for their environmental excellence, recruiting effectiveness, promotional efforts, innovation and creativity.



SmartWay Transport Partnership is an innovative collaboration between the U.S. Environmental Protection Agency and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution.

www.epa.gov/smartway

WAYS SHIPPERS CAN TAKE ON FREIGHT SUSTAINABILITY

- Use SmartWay to measure, benchmark and improve the performance of your freight operations
- Use the SmartWay's registered carrier data to identify carriers that can be partners in achieving sustainability goals
- Ship more freight to SmartWay carriers
- Use your performance metrics to set goals for improved efficiency

MORE WAYS...

- Work with your transportation providers to find efficiency opportunities
- Reward good performance by encouraging carriers to improve efficiency and giving business to more efficient carriers
- Find ways to increase load efficiency, eliminate trips and empty hauls, improve your transportation network, and save money while protecting the environment.

GREEN FREIGHT SAVES GREEN

FINANCIAL ANALYSIS: FREIGHT SUSTAINABILITY INITIATIVES

| Initiative | Annual Carbon Reduction | Upfront Cost | Annual Savings | Months for Payback | NPV (10 year) |
|--|-------------------------|--------------|----------------|--------------------|---------------|
| Leverage software to increase load factor on 4,500 outbound trucks by 5 percent | 124 metric tons CO2 | \$50,000 | \$160,000 | 4 | \$1,073,773 |
| Convert 2,000 truck trips to intermodal | 1,800 metric tons CO2 | \$2,000,000 | \$1,420,000 | 17 | \$7,973,486 |
| Establish a DIY co-loading arrangement for 1,000 annual truck trips | 450 metric tons CO2 | \$300,000 | \$500,000 | 7 | \$3,211,791 |
| Add a distribution center to network to enable significant reduction in outbound miles | 6,900 metric tons CO2 | \$20,000,000 | \$5,700,000 | 42 | \$20,034,415 |

ABOUT SMARTWAY REGISTERED PARTNERS

- Since 2004, over 3,000 companies have become SmartWay-registered
 - top 100 U.S. truck carriers
 - all Class 1 rail lines
 - Fortune 500 shippers from key economic sectors
 - major logistics firms
 - recently added: barge and air cargo carriers
- Partners gain access to individual partner account manager, best practices, forums and events, education and outreach, technical assistance

WHAT SMARTWAY PARTNERS HAVE ACHIEVED SO FAR

- In 11 years, cut 72 MMT CO₂, 1.4 M tons NO_x, 59,000 tons PM
 - saving businesses and communities nearly \$25 billion in fuel costs
- Conserved 170 million barrels oil
 - equivalent to
 - taking 15 million cars off the road for an entire year
 - eliminating annual energy use in over 6 million homes

REASONS TO REGISTER WITH SMARTWAY

- Your stakeholders care...and so should you
 - They are looking for companies that take the environmental challenges we face seriously
 - They're increasingly demanding transparency and performance
- Green=Green
 - Fuel efficiency cuts emissions and costs
 - The business strategies that are good for your bottom-line are also good for your sustainability efforts
- Go green now, less risk later
 - Litigation over environmental issues, including climate, is likely to increase
- You can't improve what you don't measure
 - SmartWay Shippers measure, benchmark, track and improve their performance on the metrics that matter most to freight supply chain sustainability

FOR MORE INFORMATION

- WEBSITE-- www.epa.gov/smartway
- TO LEARN HOW TO REGISTER:
<https://www.epa.gov/smartway/become-smartway-shipper-partner>
- EMAIL--smartway_transport@epa.gov
- PHONE-- SmartWay Helpline:734-214-4767